

## ABSTRACT

A long ornament member  $W_1$  has an attaching portion 1 and an ornamental portion 3 constituted by vulcanized rubber integrally formed on a surface of the attaching portion 1. The ornamental portion 3 has a surface roughened by plural microcapsules thermally expanded therein, plural concave portions 6a outwardly opened in the microcapsules 6 that burst on or in the vicinity of the ornamental portion 3, and plural projection portions 6b constituted by outwardly swelling the microcapsules 6 expanded in the vicinity of the surface. At least one of plural convex ridges and plural concave grooves are formed on the surface of the ornamental portion 3, the convex ridges extending along at least one of a longitudinal direction and a lateral direction that crosses the longitudinal direction, the concave grooves extending along at least one of the longitudinal direction and the lateral direction.